

Community Programs FY2017

The Michigan OHSP engages partners at the state and local levels to supplement engagement, messaging, and safety enforcement efforts. Local coalitions closest to problems advance safety at the community level with a precision that statewide efforts cannot match, while larger campaigns provide tools that localities can employ to address their needs. This combination of top-level state and federal expertise with local experience is critical to the ongoing effectiveness of traffic safety programs, viewed from the local perspective.

The OHSP is involved in a variety of public information campaigns and activities designed to promote traffic safety, seat belt use, and sober driving. As a result, a variety of public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can include a variety of services such as acquisition of additional public information materials, development of new materials to fill voids, replacement of outdated items, response to questions, or communications through newsletters, and other means.

Goals:

Decrease fatalities by 18 percent from 901 in 2014 to 742 by December 31, 2018.

Decrease serious injuries by 12 percent from 4,909 in 2014 to 4,308 by December 31, 2018.

Decrease the vehicle mileage fatality rate by 9 percent from .93 in 2014 to .85 by December 31, 2018.

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 98 percent through December 31, 2018.

Task 1: Education and Communication	\$470,000
Section 402 funds	\$345,000
Section 402 funds-Paid Media	\$125,000

In-House Public Information and Education

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$115,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Publish up to six bimonthly e-newsletters by September 30, 2017. Issue up to 12 news releases by September 30, 2017.	

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	Conduct up to seven news events by September 30, 2017.
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To promote seat belt use, sober driving, child passenger safety, motorcycle safety, and other traffic safety issues, the OHSP carries out public information and earned media activities. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials to promote traffic safety campaigns, conferences, and media events.

Funding supports the creation and production of materials such as banners, posters, stickers, and other items for the annual May safety belt mobilization and impaired driving crackdown.

Funding will also support tracking news media coverage—determining the amount of news coverage the agency is receiving on various initiatives— which is requested during NHTSA-required safety belt and impaired driving enforcement periods such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*.

Materials Storage and Distribution

Project Number	CP-17-04	
Benefit to Locals	No	
Grantee	Michigan State Police	
Grant Amount, Funding Source	\$180,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public by September 30, 2017.	

The OHSP will support a statewide materials storage and shipment facility. This facility houses a variety of traffic safety-related public information materials and publications, along with mobilization equipment, including enforcement zone signs, for law enforcement. The public will be able to order information about traffic safety through this storage facility.

Providing information about Michigan traffic laws, including the impact of changes in safety laws, has proven to be an effective way to get this information out to the public.

Funding will support the storage and distribution of materials to the public, law enforcement agencies, and other traffic safety organizations.

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Communications Strategic Counsel

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide expertise related to new situations, opportunities, and challenges through September 30, 2017.	

For several years, the OHSP has used strategic counsel for communications many times throughout each fiscal year. Reviewing projects from year to year will either confirm the need to continue this or indicate when it may no longer be needed.

Funding will allow the OHSP to access this service quickly and efficiently on a special need basis.

Winter Driving

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$125,000	402-Paid Media
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Promote the winter driving campaign by September 30, 2017.	

Snowfall in Michigan results in motor vehicle crashes Promoting an easily recognizable message and delivering it statewide will provide timely information to the public about winter driving skills. This seasonal reminder to be mindful of safe driving behaviors encourages the media to accurately report causation of crashes as it encourages law enforcement officers to cite motorists under the motor vehicle law when appropriate. Such awareness will help change belief of the myth among the motoring public that crashes in winter are unavoidable, or “business as usual.”

Funding will support the winter driving campaign “Drive Slow on Ice and Snow”.

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Task 2: Program Management	\$95,000
Section 402 funds	\$95,000

Program Management

Project Number	CP-17-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$95,000	402
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

The detailed budget for the Fiscal Year 2017 grant follows:

Program Management – Budget

- Salaries (\$1,177,706)
- Fringes (\$862,711)
- E-Grants (\$100,000)
- Supplies (\$45,000)
- Vehicle Operations (\$21,000)
- Team Travel (\$31,000)
- Staff Training (\$28,000)
- Membership Dues (\$2,000)
- Indirect Costs (\$270,056)
- Traffic Safety Network Meeting Costs (\$4,000)
- Postage (\$2,000)
- Office Equipment Leasing (\$4,000)
- Non-OHSP Travel (\$5,000)
- Office Equipment (\$8,000)
- Orientation Meeting Costs (\$2,000)
- Support of Traffic Safety Summit (\$100,000)
- Audit Costs (\$40,000)